

## ABSTRACT

*Smartphones or smartphonses are not just a means of communication, but can be a medium for work, study, and so on. The use of smartphones continues to increase, giving rise to competition. The competition that occurs in smartphones is now increasingly visible, including between Oppo, Realme, Vivo, and Xiaomi smartphones to enter the current smartphone competition market, so a product brand positioning analysis is needed to find out how the competitive position is.*

*This study aims to determine the brand positioning of the four smartphone product brands made in China, namely Oppo, Realme, Vivo, and Xiaomi based on product quality dimensions using eight dimensions, namely: Performance (Performance), Features (Features), Reliability (Reliability), Conformity (Conformance), Ease of Service (Serviceability), Beauty (Aesthetic), Impression Quality (Perceived Quality), and Durability (Durability).*

*This study uses a quantitative method with the type of research that is descriptive with a sampling technique that is nonprobability sampling, in this study also collects data by distributing questionnaires, the data collected is obtained from 390 respondents who use smartphone products Oppo, Realme, Vivo and Xiaomi, and 3 respondents do not use Oppo, Realme, Vivo and Xiaomi smartphone products. The data analysis technique in this study used descriptive analysis and multidimensional scaling (MDS).*

*In this study, it was found that in perceptual mapping the smartphone brands Oppo, Realme, Vivo, and Xiaomi were in different quadrant areas. Furthermore, Oppo smartphone products are the most superior with dimensions that support performance, features, reliability, beauty, and the impression of quality. Furthermore, Realme dominates the ease of service dimension. Meanwhile, Vivo controls the dimensions of suitability and durability. And Xiaomi does not have an advantage when viewed in the dimensions of product quality.*

*The results of this study are expected to be a comparison in future studies. In addition, this research can be considered in making decisions in formulating strategies when providing quality products to consumers. Then when the company succeeds in having an advantage in product quality that supports the need, it will become an advantage in the product.*

**Keywords:** *Brand Positioning, Product Quality Dimensions, Multidimensional Scaling, Smartphones.*